

## ***Marin TOD/PeD Toolkit - Draft Outline (11/16/04)***

### **A. Introduction**

#### ***A - 1. Project Background***

- Genesis of TPLUS Program; initial Problem Statement; and short version of Vision & Principles

#### ***A - 2. Document Overview***

#### ***A - 3. How to use this document***

- Description of how different users can use the Toolkit to address their specific needs – how to navigate and add to the Toolkit

### **B. Why TOD/PeD in Marin County?**

#### ***B - 1. Introductory Summary***

- Addresses how TOD/PeD can help to change the automobile-dependent environment in Marin – or keep auto-dependency from increasing too rapidly; a more detailed discussion of the county's physical structure - including not only the HIP qualifying transit sheds but also the importance of PeD in Marin even where transit may not be high frequency.
- Introduces concepts such as land use and transportation linkage, TOD, PeD. Link conditions and trends in Marin to perceived issues and problems (problem statement). Explain how planning for TOD and PeD can produce meaningful Land Use/Transportation Solutions for Marin.
- Demographic trends, including the aging of the baby boomers, and shifts in the housing and lifestyle preferences of certain household types make housing near transit and retail services increasingly desirable. According to the 2004 American Community Survey, which looks at Americans' preferences for the type of communities they want to live in, Americans prioritize a short commute and places to walk when considering aspects of a community. Together, these two factors outweigh the competing desire for a large lot for approximately half of those surveyed.
- The market for smaller attached housing within pedestrian-oriented mixed-use areas is well-established in Marin, particularly among the senior and move-down market segments. According to local developers, the housing needs of these growing segments of the population are not being met in Marin due to the difficulty of obtaining development approvals.

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<sup>1</sup> Belden, Russonello & Stewart, "2004 American Community Survey: National Survey on Communities," conducted for Smart Growth American and National Association of Realtors, October, 2004. The 2004 ACS is a national random sample telephone survey of 1,139 adults across the United States regarding

*where they currently live, housing and community preferences and appropriate policies for arriving at those preferences.*

## ***B - 2. The Transportation and Land Use Link***

- Describe different land use/transportation environments: places of mixed uses (downtowns, town, neighborhood, and activity centers) vs. places of segregated uses (most suburban neighborhoods, retail centers, etc.) and the respective transportation system (both street networks and multi-modal aspects).

## ***B - 3. What are TOD and PeD***

- Provide brief definitions of TOD and PeD
  - Transit-oriented Development
  - Pedestrian-oriented Design

## ***B - 4. Marin's Community Structure***

- Describe the structure of Marin's settlement and circulation patterns – cities, towns, neighborhoods, districts, corridors, centers, and open spaces.
- Marin's Draft Countywide Plan describes the county's basic structure by dividing the county into four distinct areas: the Coastal Recreation Corridor, the Inland Rural Corridor, the City-centered Corridor, and the Baylands Corridor. The majority of the 11% of already developed land is located within the City-centered Corridor, with an additional 5% of land still available for development also located in the county's cities. Potential for TOD therefore mostly exists in the already urbanized areas of Marin County in the form of currently undeveloped parcels and infill development or as redevelopment of existing uses, brownfields, and the development of air-rights above parking lots.
- Topographic conditions have limited development within the City-centered Corridor to the flatlands close the bay, valley floors, and developable slopes of the foothills.
- Topography has also influenced the development of the transportation system: 101 as main north/south transportation corridor with limited parallel roads due to topography; branching and hierarchical roadway network with low internal cross-connectivity (limited roadway grids exist in some downtowns);
- Major east-west arterials and 101 have attracted many auto-oriented commercial development;
- Employment centers, retail, schools, civic facilities, residential tend to be segregated from each other with exception for the traditional downtowns;

## ***B - 5. Current Issues and Trends in Marin***

- Growth trends (population growth – historic, projected, aging of population, relatively small population dispersed into high number of individual jurisdictions);
- *Demand for Residential TOD in Marin County:* The number of Marin households likely to locate near transit is projected to grow from 13,268 in 2000 to 16,375 in 2030, a 23.4 percent increase, according to ABAG Projections 2003. Much of

this increase in demand is due to the changing housing preferences of the aging baby boom generation for smaller units with less upkeep in locations that allow fewer car trips;

- *Demand for Commercial TOD in Marin County:* Marin County jobs with preference for locations that are accessible by transit are projected to increase from 48,690 in 2005 to 65,236 in 2030, a 34.0 percent increase, according to the Center for Transit Oriented Development's forthcoming TOD Demand Analysis for the Metropolitan Transportation Commission;
- Transportation trends (including trip destination, perceived congestion during various trips, growth in car ownership vs. population growth, ...);
- Safe routes to school;
- Branching and hierarchical roadway network in residential areas reduces connectivity;
- many areas lack sidewalks;
- Lack of workforce housing;
- ...

## ***B - 6. How TOD/PeD and Multi-modal Streets Can Address Land Use and Transportation Issues in Marin***

- Section establishes links between key benefits of TOD/PeD and the benefits of PeD even without high-quality transit service; Marin-specific Issues & Barriers; and toolkit sections. The sidebar of this section will contain references to related goals and policies from existing county and city/town planning documents. The section will also provide an initial overview of available funding sources for implementation of TOD and PeD, including references to the local HIP and local TLC Capital grant programs.
  - Most TOD efforts have focused on land use in relation to rail transit, but bus transit corridors also can provide a high-level of transit accessibility and amenity that support TOD; briefly discuss current levels of service for bus transit, possible future SMART service;
  - Discusses how PeD and multi-modal streets are precursors to and help to implement TOD, especially if targeted to areas that are likely to get improved transit service as increases in transit funding occur;
  - Discusses concept of diversifying land uses at trip destinations (of any mode), as is inherent in PeD approach, and how this will reduce the overall number of daily trips;
  - First true TOD projects can be implemented in Marin at transit hubs and near the higher frequency bus transit corridors in Marin; even if transit service is not frequent enough to support all daily trips (i.e. shopping, school), residents have the option to commute to work by transit and walk or bike for other trips, and, if the employment centers are mixed-use errands and other mid-day trips can occur on foot;

- Safe multi-modal streets and interconnected networks can reduce the number of school related auto trips while also serving other broader access and pedestrian/bicycle safety concerns;
- Mixed-use, PeD environments afford the young and old with new transportation choices;
- TOD/PeD maximize on existing infrastructure;
- ...

#### ***B - 7. TPLUS Vision Statement and Principles***

- Section presents vision statement and TPLUS principles with text from Principles & Benefits document.

### **C. TOD/PeD Transportation and Land Use Solutions Toolkit [or should it be TPLUS Toolkit?]**

#### ***C - 1. Toolkit Introduction***

- Approach, Structure, and Content of Toolkit (includes discussion of binder approach; level of detail targeted by toolkit; and approach to referencing in more detailed information from existing and applicable BMP documents)
- How to use (including an abbreviated guide for specific types of users – elected officials/decision-makers, staff, developers, advocates, and other stakeholders);
- Relationship to other countywide and local planning documents;
- Aim is assistance in overcoming the barriers for implementing TOD/PeD in Marin.

#### ***C - 2. Policies and Planning Methods***

##### **C-2.1 County-level**

###### ***C-2.1.1 Policies***

- Includes: countywide TOD/PeD policy framework and discussion of possible strengthened role of the Countywide Plan.

###### ***C-2.1.2 Coordination of Planning and Implementation Activities, and partnering between Marin County, its cities, and neighboring counties***

- Includes discussion of possible increased role of Countywide Planning Agency; coordination with MTC.

##### **C-2.2 Sub-areas**

###### ***C-2.2.1 Policies***

- i.e. joint Specific Plans and other Planning Tools that can advance TOD/PeD at a corridor level

**C-2.2.2    *Coordination of Planning and Implementation Activities, and partnering between County/Cities and Transit Providers***

- Cooperation amongst various agencies that either are adjacent or have overlapping interests – e.g.; communities that share a corridor such as Sir Francis Drake Boulevard, or a community cooperating with another agency or entity, such as SMART or GGT bus or ferry service.

**C-2.3    Local Jurisdictions**

**C-2.3.1    *Policies***

- Includes Specific Plans, Station Area Planning and other Planning Tools that can advance TOD/PeD at a local and corridor level; such as Development Code Amendments as per standards suggested elsewhere in the toolkit; redevelopment; policies addressing multi-modal transportation; policies allowing mixed-use development; and other tools addressed in the Countywide Plan. Also includes discussion of discretionary vs. as of right development approvals & the importance of providing developers with assurance.

**C-2.3.2    *Coordination of Planning and Implementation Activities, and partnering between Cities***

- Cooperation between the county's cities.

**C - 3.    *Multi-modal Streets and Circulation Networks***

**C-3.1    Why multi-modal streets and a well connected circulation network are essential to TOD/PeD**

- Addresses both, streets' transportation and place-making function; also discusses importance of bus transit for Marin and how it can capture segments of the "TOD market"; touches on importance of bus transit aesthetics and branding.

**C-3.1.1    *Marin-specific Considerations***

- Topography and resulting branching and hierarchical roadway system in extensive areas of Marin focuses the full range from local to regional transportation functions onto individual arterials serving a string of communities. This emphasizes the importance of:
  - making these key arterial transportation corridors multi-modal in character;
  - providing connections in the transportation network that allow local trips to have alternative routes, and that provide pedestrians and bicyclists alternative routes if arterials are too constrained to be fully multi-modal.
- Creating multi-modal streets under confined r.o.w. conditions;
- Address tradeoffs involved in implementing multi-modal streets (including measures for limiting cut-through traffic in adjacent neighborhoods);
- Tourist access to open spaces;
- Reduction of 101 as a barrier and creation of a parallel street network;

- Discuss criteria that address in which case it makes sense to retrofit streets in residential neighborhoods that do not have sidewalks;
- Retrofit of car-oriented strip mall development for pedestrian circulation (providing the needed “armature” for the introduction of mixed-use development in such places).

### **C-3.2 Multi-modal Street and Network Design – a “Best Practices” Resource Guide**

- Contains key design and planning tools related to network design and multi-modal transportation facilities - vehicular, pedestrian, bicycling, and transit - as well as off-road facilities for pedestrians and bicyclists. Particular emphasis is placed on tools that support TOD/Ped. In addition, references are provided to easily accessible on-line publications and some other documents that contain further detail guidance relative to the each tool contained in this section.

### **C-3.3 Educational Material: Benefits of Multi-modal Streets, and Pedestrian and Bicycle Safety**

- This can be references to other sources with about one or two pages highlighting key issues.

## ***C - 4. Land Uses and Development Standards***

### **C-4.1 How TOD/Ped create opportunities for new land use choices**

- Discusses how creating a mix of land uses (Workforce housing, mixed-use, neighborhood retail) in currently single-use areas creates the opportunity for reduction of vehicular trips and a higher quality of life for residents.

### **C-4.2 Marin-specific Considerations**

- Allowing mixed-use development in single-use districts such as strip malls and employment districts, and allowing at-home work in residential neighborhoods;
- Allowing neighborhood-serving commercial in proximity to residential development;
- Encouraging development of workforce housing;
- Deterring development in areas away from existing urban services;
- Deterring strip development and instead encouraging nodal development along corridors;
- Achieving infill development compatible with existing community (and environmental) character;
- Address specific benefits and tradeoffs involved in implementing land uses associated with TOD/Ped.

### **C-4.3 Land Use and Development Guidelines & Standards that Support TOD/PeD – a “Best Practices” Resource Guide**

- Contains key design and planning tools that address land uses characteristics (mix-use, densities and intensities) that are supportive of TOD/PeD goals, and which development standards are critical for the success of TOD/PeD. As parking standards and tools are essential to successful TOD/PeD these are addressed in a separate parking section. In addition, references are provided to easily accessible on-line publications and some other documents that contain further detail guidance relative to the each tool contained in this section.

#### ***C-4.3.1 TOD/PeD Land Use Guidance***

- Discusses how to achieve a mix of land use types and greater variety of land uses in current single use districts that – at this time – do not have significant transit services.
- Identifies recommended land uses and land use density ranges for areas with higher frequency transit services. Recommendation will vary depending on the location of an area within Marin’s community structure (i.e. downtown vs. corridor).
- References to documents are provided that contain further detailed land use guidance.

#### ***C-4.3.2 TOD/PeD Urban Design Guidance***

- Addresses key development guidelines & standards relative to site and building design that are critical to successful TOD/PeD, This includes: site access, creating active frontages, parking facilities, building orientation, massing, overall building scale, setbacks, and entrances. For each of these key design considerations are listed and references to documents are provided that contain further detailed design guidance.

### **C-4.4 Parking**

- Contains key design and planning tools that outline parking standards and parking management concepts supportive of TOD/PeD goals and appropriate for the Marin context.

#### ***C-4.4.1 Marin-specific Considerations***

- Parking standards and management concepts appropriate for land use intensifications along key transportation corridors;
- Parking standards and management concepts that match available transit services in Marin;
- Address specific benefits and tradeoffs involved in implementing TOD friendly parking standards.

#### ***C-4.4.2 TOD/PeD-supportive Parking Ratios and Parking Management Concepts***

- Parking Ratios;



- Parking Management Concepts, i.e. Shared Parking, Parking Districts, Maximums, Minimums, etc.

#### **C-4.5 Educational Material: TOD-supportive Land Uses, Zoning and Development Standards**

- Addresses higher density housing, infill development, mixed-use development; impact on property values.

#### **C-4.6 Public Outreach and Participation during the Project Approvals Process**

- Addresses public outreach tools and how these can contribute to the approval of TOD/PeD projects.

##### ***C-4.6.1 Public Outreach and Participation – a “Best Practices” Resource Guide***

- Outlines key outreach and participation tools and provides references to more detailed documents on the subject.

### ***C - 5. Implementation Steps and Funding***

- This section could start with a flow chart covering TOD/PeD planning to construction and provide brief descriptions of steps and tools, and reference back to appropriate parts of the overall toolkit for details.

#### **C-5.1 Planning**

- Addresses both land use and transportation planning and implementation steps.

#### **C-5.2 Development Project Approvals**

- Addresses implementation steps that advance the approval of TOD projects.

#### **C-5.3 Transportation Funding and Implementation Steps**

- Addresses implementation and funding steps related to transportation improvements - includes Local HIP and Local TLC Capital programs.

### ***C - 6. Possible Future Toolkit Additions***

- Includes discussion of how the three-ring binder approach allows for adding information from various resources and expanding the document over time. If need for a comprehensive educational document about TOD/PeD is strong, a TOD/PeD “White Paper” could be composed, which summarizes the latest research with respect to the relationship between Congestion and TOD Land Use & Building Types, Transit, and Growth (Population & Jobs) and how this relates to the specific conditions in Marin.



## **D. Appendix**

### ***D - 1. Advisory Committee and Public Outreach Process***

- Summary description of composition of AC and member selection process; outreach efforts, including environmental & business, developers, public works directors, etc.